



## Enterprise BTEC: Year 10

Scheme of Learning	Assessments
<p>Half Term One: Exploring Enterprises</p> <p>The Overarching Inquiry:</p> <p>Learning Aim A - Examine the characteristics of enterprises</p>	<p>Assessments:</p> <p>A.1P1 Identify the purpose, activities and aims of two contrasting local enterprises.</p> <p>A.1M1 Outline in detail how the activities and aims meet the purpose of two contrasting local enterprises.</p> <p>A.2P1 Compare the purpose, activities and aims of two contrasting local enterprises.</p> <p>A.2M1 Analyse how entrepreneurial characteristics and skills support the purpose of a selected local enterprise.</p> <p>A.2D1 Assess how successful a selected local enterprise has been in achieving its main purpose.</p>
<p>Half Term Two: Exploring Enterprises</p> <p>The Overarching Inquiry:</p> <p>Learning Aim A - Examine the characteristics of enterprises</p>	<p>Assessments:</p> <p>A.1P2 Identify entrepreneurial characteristic and skills demonstrated in each selected local enterprise.</p> <p>A.1M2 Outline how entrepreneurial characteristics and skills support the purpose of each selected local enterprise.</p> <p>A.2P2 Describe the entrepreneurial characteristic and skills demonstrated in each selected local enterprise.</p>

<p>Half Term Three: Exploring Enterprises</p> <p>The Overarching Inquiry:</p> <p>Learning Aim B - Explore how market research helps enterprises to meet customer needs and understand competitor behaviour</p>	<p>Assessments:</p> <p>B.1P3 Identify how two local selected enterprises use market research to meet customer needs and understand competitor behaviour.</p> <p>B.1M3 Outline how two local selected enterprises use market research to meet customer needs and understand competitor behaviour.</p> <p>B.2P3 Explain how two selected enterprises use market research to meet customer needs and understand competitor behaviour.</p> <p>B.2M2 Discuss how market research methods are designed to meet customer needs and understand competitor behaviour in two selected enterprises.</p> <p>B.2D2 Assess the effectiveness of the market research methods used to meet customer needs and understand competitor behaviour in a selected enterprise.</p>
<p>Half Term Four: Exploring Enterprises</p> <p>The Overarching Inquiry:</p> <p>Learning Aim C - Investigate the factors that contribute to the success of an enterprise</p>	<p>Assessments:</p> <p>C.1P4 Identify some ways in which internal factors are important for business success.</p> <p>C.1M4 Outline ways in which internal factors are important for business success.</p> <p>C.2P4 Explain ways in which internal factors are important for business success.</p> <p>C.2M3 Analyse how the internal and external factors determine the success of a selected enterprise.</p> <p>C.2D3 Evaluate the most significant</p>

	<p>internal and external factors currently affecting a selected enterprise.</p>
<p>Half Term Five: Exploring Enterprises</p> <p>The Overarching Inquiry:</p> <p>Learning Aim C - Investigate the factors that contribute to the success of an enterprise</p>	<p><b>Assessments:</b></p> <p>C.1P5 Identify some ways in which external factors are important for business success.</p> <p>C.1M5 Outline ways in which external factors are important for business success.</p> <p>C.2P5 Explain ways in which external factors are important for business success</p> <p>C.2M3 Analyse how the internal and external factors determine the success of a selected enterprise.</p> <p>C.2D3 Evaluate the most significant internal and external factors currently affecting a selected enterprise.</p>
<p>Half Term Six: Planning for and Running an Enterprise</p> <p>The Overarching Inquiry:</p> <p>Learning Aim A - Explore ideas, plan and pitch for a micro-enterprise activity</p>	<p><b>Assessments:</b></p> <p>A.1P1 Prepare an outline plan for a micro-enterprise activity.</p> <p>A.1P2 Briefly pitch the final outline plan with some reasons for choice of idea.</p> <p>A.1M1 Prepare a realistic outline plan for a micro- enterprise activity.</p> <p>A.1M2 Pitch final outline plan with some valid reasons for choice of idea.</p> <p>A.2P1 Prepare a realistic plan for a micro-enterprise activity.</p> <p>A.2P2 Pitch the final plan for the selected micro- enterprise, explaining choice of idea with valid reasons.</p> <p>A.2M1 Prepare a detailed, realistic and</p>

well-structured plan for a micro-enterprise activity, and pitch this idea coherently with detailed reasons.

A.2D1 Produce a comprehensive realistic plan for a micro-enterprise activity, and effectively pitch the idea with considered reasons.